

#### REMARKS

1. The Applicant and his attorney wish to thank the Examiner for his helpfulness and comments during the interview of August 21, 2005. During the interview, the Examiner has postulated that the concept of a plurality of builders offering products through a third-party website is not taught or suggested by the art of record. In this regard, it is believed that the claims shown above fully incorporate the Examiner's suggestions for bringing the claims into condition for allowance.

Reconsideration and further prosecution are respectfully requested in view of the discussion as follows. Claims 1-41 are pending in this application.

2. Claims 1-36 have been rejected under 35 U.S.C. §112, second paragraph. In response, the terminology leading to the rejections has been deleted.

3. Claims 1-6, 11-18 and 23-30 have been rejected under 35 U.S.C. §103(a) as being obvious over U.S. Pat. No. 5,991,769 to Fino et al. in view of U.S. Pat. No. 6,954,633 to Broerman. However, as noted above, the claims are now limited to a website through which a plurality of builders provide product offerings. The concept of many builders serving many customers through a third-party website is supported throughout the Specification (e.g., page 9, bottom of page). Since the combination fails to teach or suggest this claim limitation, the claims are now differentiated over this combination.

4. Claims 7-10, 19-22 and 31-34 have been rejected under 35 U.S.C. §103(a) as being obvious over Fino et al., Broerman and "RFP Marketing Opportunities Abound At: 'Design Your Dream House'" (RFP). However, as noted above, the claims are now limited to a website through which a plurality of builders provide product offerings. Since the combination fails to teach or suggest this claim limitation, the claims are now differentiated over this combination.

5. New claims 37-41 have been added. Claims 37 and 41 are of substantially similar content to original independent claims 1, 13 and 25.


New claim 38 has been added. The concept of the collection of fees by the third-party website provider and the use of hyperlinks is discussed at page 24, bottom of page.

New claim 39 has been added. The concept of buying trends is supported by the discussion on the bottom of page 25 and top of page 26.

New claim 40 has been added. The concept of future users and the focus of offers is supported by the discussion on demographics on the bottom of page 25 and top of page 26.

6. Allowance of claims 1-41 as now presented, is believed to be in order and such action is earnestly solicited. Should the Examiner be of the opinion that a telephone conference would expedite prosecution of the subject application, he is respectfully requested to telephone applicant's undersigned attorney.

Respectfully submitted,  
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